



# STIC EIC 3600 Search Request Form

Today's Date: 1-6-05 Class/Subclass: 705/35 What date would you like to use to limit the search?  
Priority Date: 7/29/99 Other: \_\_\_\_\_

Name PATEL  
AU 3624 Examiner # 74616  
Room # 7A27 Phone 308 7837  
Serial # 09/363,499

Format for Search Results (Circle One):  
PAPER DISK EMAIL  
Where have you searched so far?  
USP DWPI EPO JPO ACM IBM TDB  
IEEE INSPEC SPI Other \_\_\_\_\_

Is this a "Fast & Focused" Search Request? (Circle One) YES NO  
A "Fast & Focused" Search is completed in 2-3 hours (maximum). The search must be on a very specific topic and meet certain criteria. The criteria are posted in EIC3600 and on the EIC3600 NPL Web Page at <http://ptoweb/patents/stic/stic-tc3600.htm>. 141950

What is the topic, novelty, motivation, utility, or other specific details defining the desired focus of this search? Please include the concepts, synonyms, keywords, acronyms, definitions, strategies, and anything else that helps to describe the topic. Please attach a copy of the abstract, background, brief summary, pertinent claims and any citations of relevant art you have found.

Please refer to claim 23

Search for a purchase 'card' having an account # and amount but no identity of the person

Card is used at a merchant who is not the issuer of the card.

STIC Searcher \_\_\_\_\_ Phone \_\_\_\_\_  
Date picked up \_\_\_\_\_ Date Completed \_\_\_\_\_



Set	Items	Description
S1	202661	MASTERCARD OR (DISCOVER? ? OR MASTER) ()CARD? ? OR VISA
S2	13738	GIFTCARD? ? OR (GIFT OR PURCHASE) ()CARD? ?
S3	13386921	ORDER? ? OR BUYING OR SELLING OR SALE OR BUYS OR BUY OR SE- LL OR SELLS OR PURCHASE OR PURCHASING OR PURCHASES OR TRANSAC- T?
S4	1451	S1(15N)S2
S5	470	S4(15N) (MARKET? OR SHOP? ? OR STORES OR STORE OR RETAIL? OR MALL? ?)
S6	165	S5(15N)S3
S7	25	S6 NOT PY>1999
S8	12	RD (unique items)
S9	1401	S1(25N) (GIFTCARD? ? OR GIFT()CARD? ?)
S10	630	S9(25N)S3
S11	40	S10 NOT PY>1999
S12	33	S11 NOT PD=19990729:20010729
S13	18	RD (unique items)

? show file

File 9:Business & Industry(R) Jul/1994-2005/Jan 06  
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File 636:Gale Group Newsletter DB(TM) 1987-2005/Jan 07  
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8/3,K/1 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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2322505 Supplier Number: 02322505 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Banks Enter A New Debit Market, And AmEx Has Its Foot In The Door**  
**(American Express, although a niche debit player, has entered the prepaid gift cards arena)**  
Debit Card News, v 4, n 11, p 1+  
November 30, 1998  
DOCUMENT TYPE: Newsletter ISSN: 1055-176X (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1411

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:  
...track customer data, Hegji says.

While AmEx expects the gift card program to enhance its **retail** -customer relations, First USA Bank's goal is to supply a universally accepted **gift card** that its **Visa** credit cardholders may **purchase** and send to anyone they want, no matter where they live, a spokesperson says. She...

8/3,K/2 (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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2144178 Supplier Number: 02144178 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**TravelMoney May Be Taking A POS Ride**  
**(Interpayment Services Ltd asks Visa to add a point-of-sale network to its Visa TravelMoney card to initiate purchases)**  
Debit Card News, v 3, n 22, p 2  
May 12, 1998  
DOCUMENT TYPE: Newsletter ISSN: 1055-176X (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 287

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:  
...we want, and it is something we want this year," says David Spriet, Thomas Cook **marketing** manager. He says the POS mark would allow the cards to be issued as prepaid **gift cards** and for other **purchasing** applications.

Stacey A. Pinkerd, **Visa** vice president, says **Visa** is considering adding a POS function to the card, but declines to discuss details. "I...

8/3,K/3 (Item 3 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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1999203 Supplier Number: 01999203  
**Visa Picks Tiny Ariba For Purchases**  
**(Visa USA will work with Ariba Technologies to enter what it says is a \$300 bil market for corporate purchase cards)**  
Interactive Week, v 4, n 40, p 54

November 17, 1997

DOCUMENT TYPE: Journal ISSN: 1078-7259 (United States)

LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT:

...CA) will work with Ariba Technologies to enter what it says is a \$300 bil **market** for corporate **purchase cards**. Visa wants Ariba to help Visa develop a software version of Visa's corporate **purchase card** that would be embedded in Ariba's Internet **purchasing** application. That would let Visa's payment mechanism to be integrated into regular corporate **buying** programs. The relationship between the two companies has not yet been clearly defined. Visa is...

8/3,K/4 (Item 4 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

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1424066 Supplier Number: 01424066 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Preaching to the unconverted: Part I**

**(By the end of 1996 Spaine should have over 2mil electronic purses on the market; 2 experiments are underway)**

Electronic Payments International, n 106, p 11

March 1996

DOCUMENT TYPE: Newsletter ISSN: 0954-0393 (Ireland)

LANGUAGE: English RECORD TYPE:~ Fulltext

WORD COUNT: 1140

(USE FORMAT 7 OR 9 FOR FULLTEXT)

ABSTRACT:

...by the end of 1996 there should be over 2 million electronic purses on the **market**. Both bank-owned payment associations, Sistema 4B and SEMP (Visa Espana), have operational stored-value **purchase cards** already on the **market**. The savings bank-owned payments association Sistema 6000 is finalising a similar project, which it...

TEXT:

...by the end of 1996 there should be over 2 million electronic purses on the **market**.

Both bank-owned payment associations, Sistema 4B and SEMP (Visa Espana), have operational stored-value **purchase cards** already on the **market**. The savings bank-owned payments association Sistema 6000 is finalising a similar project, which it...

8/3,K/5 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2005 The Gale Group. All rts. reserv.

06501676 Supplier Number: 55212292 (USE FORMAT 7 FOR FULLTEXT)

**RocketCash Secures Venture Financing From InterWest Partners and Sierra Ventures.**

PR Newswire, p5381

July 21, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 747

... Founded in December 1998, RocketCash is the first online gateway that enables Generation Y to **shop** and **buy** online in a safe, parent-approved environment. RocketCash uses **VISA purchase cards**, issued by Chase Manhattan Bank, to complete all **transactions** on behalf of its shoppers, ensuring the privacy of parents' credit card information. RocketCash merchant...

**8/3,K/6 (Item 2 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)  
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06488868 Supplier Number: 55160016 (USE FORMAT 7 FOR FULLTEXT)

**RocketCash and CyberSource(R) Team to Enable Teen eCommerce.**

PR Newswire, p1835

July 15, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 596

... Founded in December 1998, RocketCash is the first online gateway that enables Generation Y to **shop** and **buy** online in a safe, parent-approved environment. RocketCash uses **VISA purchase cards**, issued by Chase Manhattan Bank, to complete all **transactions** on behalf of its shoppers, ensuring the privacy of parents' credit card information. RocketCash merchant...

**8/3,K/7 (Item 3 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)  
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06483107 Supplier Number: 55139094 (USE FORMAT 7 FOR FULLTEXT)

**One Valley Bancorp: Purchase Card Nets West Virginia \$16.8 Million In 'Savings'.**

PR Newswire, p0353

July 13, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 480

... businesses may have had to wait months to receive payment for those pencils.

With the **Purchase Card**, state employees can go to any local office supply **store** that accepts **Visa** and **purchase** the box of pencils with the business receiving payment in two to three days.

The...

**8/3,K/8 (Item 4 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)  
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05873887 Supplier Number: 53048036 (USE FORMAT 7 FOR FULLTEXT)

**Circuit City Helps Business Customers Save Money With Visa Business and Visa Purchase Cards.**

PR Newswire, p1642

Oct 1, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 444

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...1 /PRNewswire/ -- Circuit City Stores, Inc. today announced that it has enhanced its credit card **transaction** process to help customers using **Visa** Business Cards and **Purchase Cards** save money at all the **retailer**'s outlets nationwide.

Circuit City enhanced its point-of- **sale transaction** system to make it "Level II" compliant with **Visa**, USA. Level II compliance enables **Visa** Business and **Visa Purchase Card** users to make more efficient and cost- effective business-to-business **transactions**. The **retailer** now provides its commercial customers with monthly **purchase** statements that include detailed accounting information such as sales tax amounts and an accounting code...

8/3,K/9 (Item 5 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

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05297984 Supplier Number: 48066016 (USE FORMAT 7 FOR FULLTEXT)

**U.S. Bancorp to Partner With 3GI on Smart Cards.**

Business Wire, p10210267

Oct 21, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 663

... and 3-G International, Inc., Springfield, VA today announced an agreement to jointly develop and **market** multi-application smart card systems.

As the largest and most experienced issuer of **Visa** (R) corporate and **purchasing** cards, U.S. Bancorp plays a key role in official government **purchase cards** as the sole contractor for the highly successful International Merchant **Purchase** Authorization Card (I.M.P.A.C. (R)) program. 3GI is the leading smart card...

8/3,K/10 (Item 1 from file: 636)

DIALOG(R) File 636:Gale Group Newsletter DB(TM)

(c) 2005 The Gale Group. All rts. reserv.

02945783 Supplier Number: 45993487 (USE FORMAT 7 FOR FULLTEXT)

**ONLINE USERS MAKE GREAT CATALOG SHOPPERS Visa More Popular Than MasterCard**

**Among Online Adults**

Interactive Marketing News, v2, n25, pN/A

Dec 8, 1995

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 738

... U.S. adults.

\*\*Projection relatively unstable because of sample base, use with caution.

Source: Simmons **Market** Research Bureau Inc.

\*\*\*\*\*

**PURCHASE CARDS USED BY ONLINE ADULTS\***

Brand	Online Adult**	Average Adult
<b>Visa</b>	70	49
<b>MasterCard</b>	50	36
Discover	30	21.4
American Express	23.7	11
AT&T Universal Card...		

8/3,K/11 (Item 2 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2005 The Gale Group. All rts. reserv.

02415702 Supplier Number: 44794921 (USE FORMAT 7 FOR FULLTEXT)

**BANKS ADDED TO VISA'S ARSENAL**

Corporate EFT Report, v14, n12, pN/A

June 29, 1994

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 112

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

Portland, Ore.-based US Bank and Orlando, Fla.-based SunTrust BankCard will begin issuing **Visa purchasing** cards. The **purchase card** venture is an attempt to tap into the \$300 billion U.S. corporate **purchasing market**. Companies are using **purchasing** cards to reduce the time and money that is spent processing small-dollar transactions. To...

8/3,K/12 (Item 3 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2005 The Gale Group. All rts. reserv.

01284311 Supplier Number: 41424597 (USE FORMAT 7 FOR FULLTEXT)

**LOW EARNINGS FORECAST DRIVE DOWN AT&T STOCK**

The Report on AT&T, v8, n26, pN/A

July 2, 1990

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 1196

... distance rival MCI announced last week that it had teamed up with Citicorp's Citibank **Visa0** to mass- **market** a combined calling- **purchase card**.

Citicorp, the largest credit card-issuing bank, has arranged to offer its 14.6 million **Visa** cardholders the ability to charge long distance phone calls over MCI's network at rates...

?

13/3,K/1 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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2371792 Supplier Number: 02371792 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Gift Cards**

(Major credit card issuers are test marketing for gift cards, which are plastic with prepaid cash balances that can be used by the holder at any point of sale where that particular brand of card is accepted)

Consumer Trends, v XXXVI, n 1, p 6

January 1999

DOCUMENT TYPE: Newsletter (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 295

(USE FORMAT 7 OR 9 FOR FULLTEXT)

**TEXT:**

...with prepaid cash balances that may be used by the recipient at any point of sale where that brand of card is accepted. (They cannot be used in ATMs.) CardTrak explains the key characteristics of each of the major gift cards .

KeyBank and MasterCard have joined to issue the Swiftgift card. The prepaid card is available in a variety...

13/3,K/2 (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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2322505 Supplier Number: 02322505 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Banks Enter A New Debit Market, And AmEx Has Its Foot In The Door**

(American Express, although a niche debit player, has entered the prepaid gift cards arena)

Debit Card News, v 4, n 11, p 1+

November 30, 1998

DOCUMENT TYPE: Newsletter ISSN: 1055-176X (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 1411

(USE FORMAT 7 OR 9 FOR FULLTEXT)

**TEXT:**

...the enhanced ability to maintain and track customer data, Hegji says.

While AmEx expects the gift card program to enhance its retail-customer relations, First USA Bank's goal is to supply a universally accepted gift card that its Visa credit cardholders may purchase and send to anyone they want, no matter where they live, a spokesperson says. She...

...cardholder via a mailed check, the spokesperson says.

Though KeyBank is issuing the first prepaid gift card that can be used to initiate transactions at any of the more than 15 million retail locations that accept MasterCard, it was two grandmothers who came up with the concept, Carol Jacobsohn and Nancy Ginsberg...to be the issuer," Jacobsohn says. The card's interchange rate is the same as Mastercard's offline MasterMoney card. The standard MasterMoney interchange rate is 1.36% of the transaction amount.



The non-reloadable Swift Gift Card can be acquired with a credit or offline debit card by anyone who calls the...

13/3,K/3 (Item 3 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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2298012 Supplier Number: 02298012 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Make It Swift**

(Swift Gift Ltd tests MasterCard-branded prepaid gift card issued by Keybank)

Card Fax, v 1998, n 238, p 1

November 20, 1998

DOCUMENT TYPE: Newsletter ISSN: 0002-7561 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 114

(USE FORMAT 7 OR 9 FOR FULLTEXT)

**TEXT:**

Highland Park, IL-based Swift Gift Ltd is testing a **MasterCard** -branded prepaid **gift card** issued by KeyBank that consumers can use anywhere **MasterCard** is accepted, except for gasoline pump terminals, Carol Jacobsohn, Swift Gift president, tells CardFax. Consumers can use the Swift **Gift card** to pay for goods inside gas station stores. KeyBank expects to issue up to 50,000 of the gift cards during the holidays. The card **sells** in \$25, \$50, \$75 and \$100 denominations, costing from \$6.95 to \$8.95 depending...

13/3,K/4 (Item 4 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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2290080 Supplier Number: 02290080 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**A Universal Gift**

(First USA launched First USA Gift Card , a prepaid stored-value card that can be used to initiate purchases anywhere Visa cards are accepted)

Card Fax, v 1998, n 233, p 1

November 13, 1998

DOCUMENT TYPE: Newsletter; News Brief ISSN: 0002-7561 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 198

(USE FORMAT 7 OR 9 FOR FULLTEXT)

(First USA launched First USA Gift Card , a prepaid stored-value card that can be used to initiate purchases anywhere Visa cards are accepted)

**TEXT:**

...First USA, a subsidiary of Chicago-based Banc One Corp., yesterday launched the First USA **Gift Card** , a prepaid stored-value card that can be used to initiate **purchases** anywhere **Visa** cards are accepted. First USA is making the stored-value cards available only to its...

13/3,K/5 (Item 5 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)

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2199721 Supplier Number: 02199721 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Prepaid Debit's Worldwide Trek**  
**(Visa International reveals that between 3/96 and 3/98 some 260,000 Visa**  
**TravelMoney transactions were initiated bringing \$64 mil in sales)**  
Credit Card Management, v 11, n 4, p 18+  
July 1998  
DOCUMENT TYPE: Journal; Company Overview ISSN: 0896-9329 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1387

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...says. He says the POS mark would allow the cards to be issued as prepaid  
**gift cards** and for other **purchasing** applications.

**Visa** 's Pinkerd says **Visa** is considering adding a POS function to the  
card, but declines to discuss details. "I...

**13/3,K/6 (Item 6 from file: 9)**  
DIALOG(R)File 9:Business & Industry(R)  
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2144178 Supplier Number: 02144178 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**TravelMoney May Be Taking A POS Ride**  
**(Interpayment Services Ltd asks Visa to add a point-of-sale network to its**  
**Visa TravelMoney card to initiate purchases)**  
Debit Card News, v 3, n 22, p 2  
May 12, 1998  
DOCUMENT TYPE: Newsletter ISSN: 1055-176X (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 287

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...manager. He says the POS mark would allow the cards to be issued as  
prepaid **gift cards** and for other **purchasing** applications.

Stacey A. Pinkerd, **Visa** vice president, says **Visa** is considering adding  
a POS function to the card, but declines to discuss details. "I...

**13/3,K/7 (Item 1 from file: 15)**  
DIALOG(R)File 15:ABI/Inform(R)  
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01775318 04-26309  
**Worry-free gift buying**  
Campbell, Mike  
Bank Marketing v31n1 PP: 43 Jan 1999  
ISSN: 0888-3149 JRNL CODE: BNM  
WORD COUNT: 227

...TEXT: giving occasions.

First USA of Wilmington, Del. has a solution for all those hard-to- buy

-for friends and relatives. The First USA Gift Card is the first-ever Visa card designed to serve as a universal gift certificate. A pre-paid Visa card created expressly for gift giving that can be used anywhere Visa is accepted. The...

13/3,K/8 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01668227 03-19217  
**Prepaid debit's worldwide trek**  
Green, Jeffrey  
Credit Card Management v11n4 PP: 18-22 Jul 1998  
ISSN: 0896-9329 JRNL CODE: CCM  
WORD COUNT: 1386

...TEXT: says. He says the POS mark would allow the cards to be issued as prepaid gift cards and for other purchasing applications.

Visa 's Pinkerd says Visa is considering adding a POS function to the card, but declines to discuss details. "I...

13/3,K/9 (Item 3 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01138716 97-88110  
**Incentive card options**  
Anonymous  
Incentive v169n12 PP: 58 Dec 1995  
ISSN: 1042-5195 JRNL CODE: IMK  
WORD COUNT: 671

...TEXT: 612) 550-4520.

Gift Certificate Center: The Minneapolis-based company will be launching a GCC Purchasing Card, to be made available to its Premiere Choice clientele. The card will be a stored value card with a Visa logo, with points redeemable at GCC-approved vendors. For more information, contact GCC, (612) 672-8643.

Incentive Gift Card : The MeridiCard (see description below) sold by makers of the Incentive Gift Cheque via a...

13/3,K/10 (Item 4 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01138715 97-88109  
**Incentive cards explained**  
Quinn, Judy  
Incentive v169n12 PP: 51-59 Dec 1995  
ISSN: 1042-5195 JRNL CODE: IMK  
WORD COUNT: 2595

...TEXT: a machine," says Moss. Sysco's Truitt points out that most retailers verify before a purchase , "and we know Carlson and Visa will

stand by us if there are any problems." Fraser notes that about 90 percent of all vendors have verification machines.

MeridiCard and Incentive Gift Card products fall under credit-card rules saying users would not be liable for any charges...

13/3,K/11 (Item 5 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01077389 97-26783  
**Association of Incentive Gift Certificate Suppliers**  
Anonymous  
Incentive v169n8 PP: SS1-SS23 Aug 1995  
ISSN: 1042-5195 JRNL CODE: IMK  
WORD COUNT: 5097

...TEXT: 60610-3592

Phone(312)649-7362

Fax(312)664-8618

Incentive Gift Cheque(TM)/Incentive Gift Card (TM)

Incentive Gift Cheque and Incentive Gift Card virtually replace any other form of incentive program. The Incentive Gift Card --a true **MasterCard** (R)--is a paperless gift certificate which is accepted at more than 12 million places--anywhere **MasterCard** is accepted.

Incentive Gift Cheque, a complete turnkey program sold by premium representatives who **sell** to jobbers and end users, offers thousands of options to the award winner. The Cheques...

13/3,K/12 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06153246 Supplier Number: 53948303 (USE FORMAT 7 FOR FULLTEXT)  
**Growing Interest In Gift Cards Leads Merchants Into A Prepaid Frenzy.**  
Debit Card News, pNA  
Feb 16, 1999  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 1345

... are reporting successes during the recent holiday season. "We had a tremendous response to our **gift card** program," says Carol Jacobsohn, president of Highland Park, Ill-based Swift Gift Ltd., which promotes a **MasterCard** -branded prepaid **gift card** issued by KeyBank. The Cleveland-based subsidiary of KeyCorp separately announced during the holidays that it expected to issue up to 50,000 cards, which **sell** in denominations ranging from \$25 up to \$100.

'Classier Than Paper'

Stored-value gift cards...

13/3,K/13 (Item 2 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)  
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05960983 Supplier Number: 53234150 (USE FORMAT 7 FOR FULLTEXT)  
**Macys.Com Re-Launches Internet Shopping Site; Federated Subsidiary Brings  
New Dimension to Holiday Shopping for 1998 and Beyond.**

Business Wire, p1212

Nov 18, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 893

... in 21 states nationwide. Customers can use a variety of credit cards, as well as **buy** Macy's gift certificates and **gift cards** . All **purchases** qualify for bonus points on Macy's Premier **VISA** .

Based in San Francisco, Macys.Com was established as a separate subsidiary of Federated in June 1998 in **order** to take full advantage of the Internet's continued emergence as a vehicle for serving...

**13/3,K/14 (Item 3 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)  
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04155512 Supplier Number: 46068039 (USE FORMAT 7 FOR FULLTEXT)  
**BLOCKBUSTER DEVELOPS ELECTRONIC GIFTCARD FOR VIDEO, MUSIC, DISCOVERY ZONE**  
PR Newswire, p0115FLM010

Jan 15, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 687

... the opportunity to give cash and permits recipients some personal freedom in making their own **purchasing** decisions. The **giftcard** is separate from the Blockbuster **Visa** card, which now has more than 400,000 cardholders and is one of the most...

**13/3,K/15 (Item 4 from file: 16)**

DIALOG(R)File 16:Gale Group PROMT(R)  
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03666574 Supplier Number: 45179892 (USE FORMAT 7 FOR FULLTEXT)  
**VISA MEMBER INSTITUTIONS LAUNCH 'TRAVELMONEY' PILOTS**

PR Newswire, pN/A

Dec 1, 1994

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 990

... percent of the

respondents who were non-users of ATMs also indicated their willingness to **purchase** the product.

Other uses for **Visa** TravelMoney, identified by consumers, include:

\* A "**gift card**" for friends and relatives -- especially useful for

students away at school

\* Cash for an emergency...

13/3,K/16 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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08965544 SUPPLIER NUMBER: 18690986 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Corporate Profile for Sovietski Collection, dated Sept. 20, 1996.**

Business Wire, p9201048

Sep 20, 1996

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 257 LINE COUNT: 00029

... much more!

Beautiful, 16-page, full-color catalog includes \$10 gift certificate off first qualifying **order**. The company ships worldwide, most **orders** within 24 hours. The company accepts **Visa**, **MasterCard** and **Discover** credit cards, and ship by UPS or Global Priority Mail. **Gift cards** are available.

CONTACT: Sovietski Collection

13/3,K/17 (Item 2 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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06760521 SUPPLIER NUMBER: 14528816 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Visa to test a prepaid card for ATM use. (Visa U.S.A.; automated teller machines) (Brief Article)**

American Banker, v158, n217, p2(1)

Nov 12, 1993

DOCUMENT TYPE: Brief Article ISSN: 0002-7561 LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 157 LINE COUNT: 00011

... regions next year, with a full-scale launch planned for 1995. North American banks could **sell** as many as two million cards with \$1.3 billion of value in the first full year, the card group said.

**Visa** U.S.A. president Carl Pascarella said **Visa** anticipates allowing the cards to be used in point of **sale** terminals and potentially sold as **gift cards** or corporate cash advances.

13/3,K/18 (Item 3 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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05432226 SUPPLIER NUMBER: 11211715 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**GROWING NUMBER OF JAPANESE CREDIT CARD FIRMS SELLING TRAVEL GIFT SETS**

Kyodo, 0909K0015

Sept 9, 1991

LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 251 LINE COUNT: 00019

TOKYO (SEPT. 9) KYODO - A GROWING NUMBER OF CREDIT CARD COMPANIES NOW **SELL** TRAVEL GIFT SETS OFFERING OVERSEAS AND DOMESTIC TRIPS AND HOTEL RESERVATIONS.

SUMITOMO CREDIT SERVICE RECENTLY INTRODUCED A **VISA** TRAVEL **GIFT CARD** IN A TIE-UP WITH JAPAN TRAVEL BUREAU AND DC CARD IS PREPARING TO OFFER...

?

13/9/1 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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2371792 Supplier Number: 02371792 (THIS IS THE FULLTEXT)

#### Gift Cards

(Major credit card issuers are test marketing for gift cards, which are plastic with prepaid cash balances that can be used by the holder at any point of sale where that particular brand of card is accepted)

Consumer Trends, v XXXVI, n 1, p 6

January 1999

DOCUMENT TYPE: Newsletter (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 295

#### TEXT:

The major issuers of credit cards are testing the market for gift cards-plastic with prepaid cash balances that may be used by the recipient at any point of sale where that brand of card is accepted. (They cannot be used in ATMs.) CardTrak explains the key characteristics of each of the major gift cards .

KeyBank and MasterCard have joined to issue the Swiftgift card. The prepaid card is available in a variety of denominations ranging from \$25 to \$100, but more than one card can be purchased. The cards are embossed with the recipient's name, and five different gift cards are available for special occasions. Cards may be purchased using any major credit card and are good for three months. The expiration date is clearly shown. One way of purchasing the card is to access the web site: [www.swiftgiftcard.com](http://www.swiftgiftcard.com). Consumers can buy by phone or by responding by e-mail. Those replying by e-mail are assured that their credit card numbers will be encrypted. At the time we tested the site, it looked pretty busy. There is a handling charge of \$6.95 to \$8.95 depending upon the denomination.

Visa is also in the market. First USA is offering its cardholders the opportunity to send out VISA Gift Cards, charging the balances to the donors' accounts. There is no handling fee for balances of \$200 or more and a \$5 fee for smaller balances. Donors can have the card sent to them or directly to the recipient. The cards expire six months after issue, with any unused balance going to the recipient.

Finally, American Express has joined with Tower records to market Tower Records Cards in denominations ranging from \$10 to \$100. Consumers can obtain the cards at Tower sales counters, Tower's call center or at [www.towerrecords.com](http://www.towerrecords.com).

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INDUSTRY NAMES: Financial services; Payment cards  
PRODUCT NAMES: Credit and debit cards (614200)  
CONCEPT TERMS: All market information; Test marketing  
GEOGRAPHIC NAMES: North America (NOAX); United States (USA)